
Nielsen's Three Screen Report

Quarter 3, 2009

Introduction

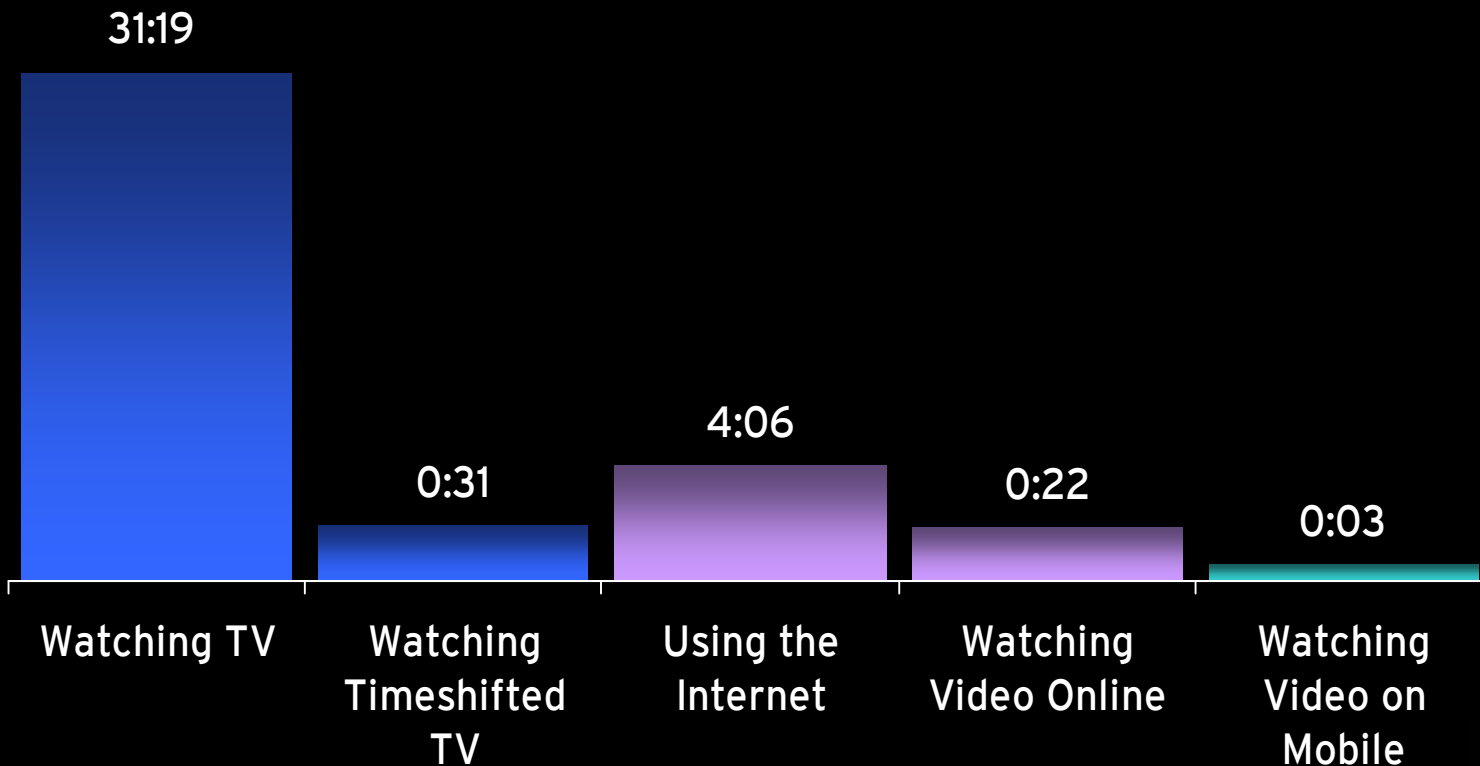
Nielsen's latest A2/M2™ Three Screen research from the U.S. (tracking consumption of the three screens: television, online and mobile) shows while consumers are adding video platforms to their weekly schedule, these are not at the expense of their television viewing.

The latest research shows that television remains the clearly dominant platform for video watching, with 99 per cent of all video still viewed on television.

An insatiable appetite for content

The Q3 report shows Americans have an insatiable appetite for audiovisual content across a range of different platforms.

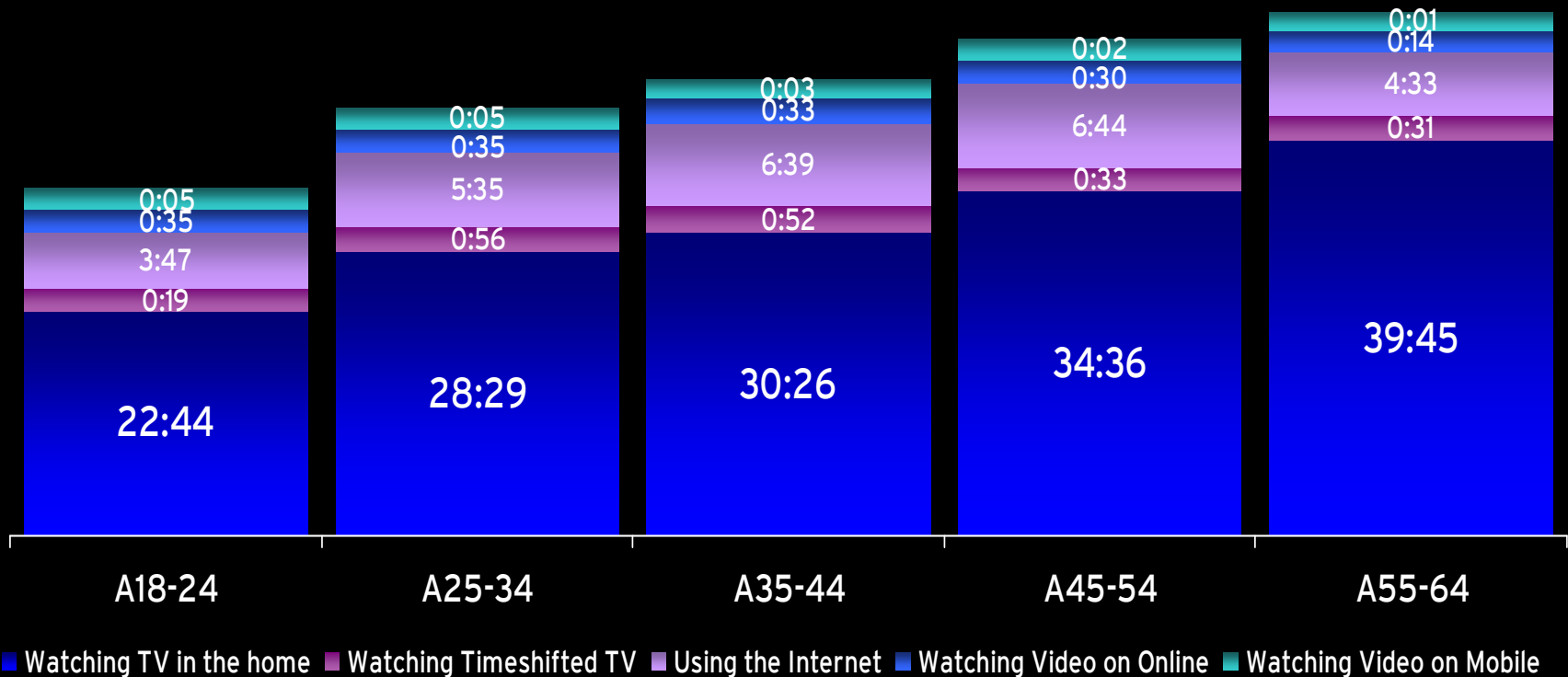
Time Spent with Media - Per Week - All People (hours:minutes)



TV dominates in all age groups

Television is clearly where consumers of all ages spend the majority of their screen time, despite an increase in viewing across other platforms. Even young adults still spend significantly more time with TV than any other platform.

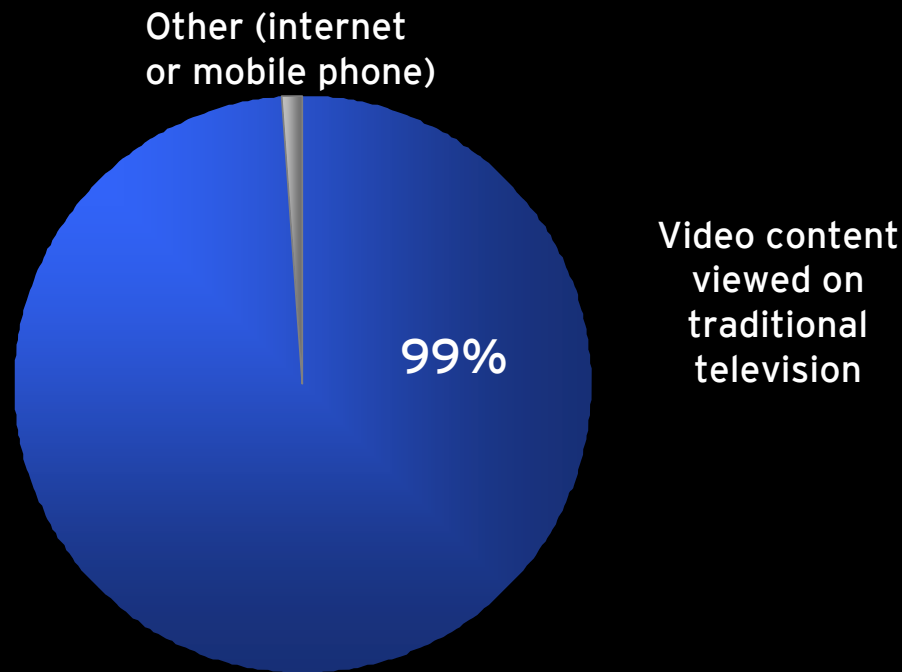
Time Spent with Media - Per Week - By Demographic



99 per cent of video watched on TV

Nearly all video content consumed in America continues to be viewed on traditional television, with internet and mobile phone viewing comprising around 1 per cent.

Viewing of Video Content



Other findings

- While time shift viewing is increasing by about 21 per cent year-on-year, live viewing still accounts for the vast majority of TV viewing.
- While online advertisers are keen to target younger audiences (kids and teens), their internet usage is actually only one-quarter that of adults.
- Viewing mobile video content accounts for a very small proportion of consumers' three-screen time. In the Q3 09, U.S. consumers spent just 3 hours and 15 minutes a month watching video on their mobile devices - the same amount as the previous quarter.

Key findings

The primary TV medium still accounts for 99 per cent of all video content consumed.

Other AV platforms have proven complementary to television, rather than cannibalising television audiences.

For more information and a copy of the report [click here](#).